

Further deregulation of the radio and TV market limits consumer options for access to news, sports, music, commentary, and other information. I live in Raleigh, NC, an area in which choices for radio and TV have already been affected by the consumption of local stations by large, national media corporations.

These large corporations have shown little interest in the needs of our local population or in promoting events, music, sports, activities, or performances that do not contribute significantly to their bottom line. Maintaining and strengthening the current regulations is necessary to permit the entry of smaller, locally-owned businesses in the market.

The promotion and marketing of new music is an excellent example of how the proposed deregulation would harm competition. Take a drive across the country and sample the airwaves from city to city. You will find that the song that has been played and promoted in one region is the same song that is being played and promoted all across the country. This behavior essentially blocks local artists from access to their own markets, and likewise blocks consumers from hearing music that is not promoted on a national level. Would this be the case if there were more locally-owned radio stations addressing the specific interests of their local populations? The big media chains will counter that they promote local music in each regional market, but I have seen their efforts, and they only promote artists who fit the same profile as the national artists that they promote.

Like most people, I have to work and cannot attend your public hearings. Please keep in mind that there are many others who cannot attend these hearings but feel strongly that more deregulation of the airwaves will only serve to block free and fair competition.